

ORDER



Orders	Order / Rev:	107632	Primary AE:	Amy McCreary
	Alt Order #:	06862161	Sales Office:	BLPHI
	Product Desc:	NRSC/HELLER	Sales Region:	National
	Estimate:			
	Flight Dates:	10/10/12 - 10/16/12		
	Original Date / Rev:	10/09/12 / 10/15/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Services, Inc.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	NRSC/ Heller for Senate <i>-Revised</i>		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	48	\$36,525.00	\$31,046.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$36,525.00	\$31,046.25	0.00
Totals	48	\$36,525.00	\$31,046.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	26%	\$36,525.00

Market	Share	Total
	100%	\$140,480.77

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$42,144.23
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$28,096.15
KTUD	1%	\$1,404.81
KVVU	18%	\$25,286.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$7,024.04

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/Wagners	6-7a		---TF--	:30	2	\$450.002	0.00	NM	2	\$900.00	

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/08/12	10/14/12	---TF---	2	\$450.00	0.00

Order / Rev: 107632
 Alt Order #: 06862161
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: NRSC/ Heller for Senate
 Product Desc: NRSC/HELLER
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/WagM	6-7a		---TF--	:30	2	\$450.002	0.00	NM		2	\$900.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---TF-- 2 \$450.00 0.00															
E 2	KSNV	10/15/12	10/16/12	M-F 6-7a WakeUp w/WagM	6-7a		MT-----	:30	2	\$450.002	0.00	NM		2	\$900.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MT----- 2 \$450.00 0.00															
E 3	KSNV	10/15/12	10/16/12	Today Show	CM	658a-9am				MT-----		:30	2	\$600.002	0.00 NM
Today Show															
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MT----- 2 \$600.00 0.00															
E 4	KSNV	10/11/12	10/12/12	Today Show	CM	658a-9am				---TF--		:30	2	\$600.002	0.00 NM
Today Show															
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---TF-- 2 \$600.00 0.00															
E 5	KSNV	10/12/12	10/12/12	Noon News	CM	12-1230pm				----F--		:30	1	\$275.002	0.00 NM
Noon News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ----F-- 1 \$275.00 0.00															
E 6	KSNV	10/15/12	10/15/12	Noon News	CM	12-1230pm				M-----		:30	1	\$275.002	0.00 NM
Noon News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$275.00 0.00															
E 7	KSNV	10/16/12	10/16/12	The Agenda 1230pm	CM	1230-1p				-T-----		:30	1	\$225.002	0.00 NM
The Agenda 1230pm															
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -T----- 1 \$225.00 0.00															
E 8	KSNV	10/11/12	10/11/12	The Agenda 1230pm	CM	1230-1p				---T---		:30	1	\$225.002	0.00 NM
The Agenda 1230pm															
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---T--- 1 \$225.00 0.00															
E 9	KSNV	10/11/12	10/11/12	The Doctors	CM	2pm-3pm				---T---		:30	1	\$225.002	0.00 NM
The Doctors															
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---T--- 1 \$225.00 0.00															
E 10	KSNV	10/15/12	10/16/12	The Doctors	CM	2pm-3pm				MT-----		:30	2	\$225.002	0.00 NM
The Doctors															
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MT----- 2 \$225.00 0.00															
E 12	KSNV	10/11/12	10/11/12	Dr. Phil	CM	3-4p				---T---		:30	1	\$300.002	0.00 NM
Dr. Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---T--- 1 \$300.00 0.00															
E 13	KSNV	10/12/12	10/12/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm				----F--		:30	2	\$450.002	0.00 NM
4PM NEWS (1 hour)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ----F-- 2 \$450.00 0.00															
E 14	KSNV	10/15/12	10/15/12		CM	4-5pm				M-----		:30	2	\$450.002	0.00 NM

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KSJV

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Mon PR 8-10p Monday Prime 8-10pm															
VOICE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 M----- 1 \$2,400.00 0.00															
E 28	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/08/12 10/14/12 -----SS 2 \$750.00 0.00															
E 29	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/08/12 10/14/12 -----S- 1 \$225.00 0.00															
E 30	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
SAT TODAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/08/12 10/14/12 -----S- 1 \$325.00 0.00															
E 31	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/08/12 10/14/12 -----S- 1 \$300.00 0.00															
E 32	KSNV	10/13/12	10/13/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/08/12 10/14/12 -----S- 1 \$450.00 0.00															
E 33	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Whe@M	CM	630-730pm	-----S-	:30	1	\$375.00	2	0.00	NM	1	\$375.00
WH/JEP															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/08/12 10/14/12 -----S- 1 \$375.00 0.00															
E 34	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
SNL															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/08/12 10/14/12 -----S- 1 \$750.00 0.00															
E 35	KSNV	10/14/12	10/14/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/08/12 10/14/12 -----S- 1 \$225.00 0.00															
E 37	KSNV	10/14/12	10/14/12	Meet the Press	CM	8a-9am	-----S-	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
MTP															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/08/12 10/14/12 -----S- 1 \$1,900.00 0.00															
E 38	KSNV	10/14/12	10/14/12	News 3 Today Wknd	CM	9a-930am	-----S-	:30	1	\$250.00	2	0.00	NM	1	\$250.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/08/12 10/14/12 -----S- 1 \$250.00 0.00															
E 39	KSNV	10/14/12	10/14/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S-	:30	1	\$375.00	2	0.00	NM	1	\$375.00
CM															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/08/12 10/14/12 -----S- 1 \$375.00 0.00															
E 40	KSNV	10/14/12	10/14/12	Chris Matthews SUN 9:30am	CM	1P-9PM	-----S-	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00

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KSNV